

Introduction to Truth and Lies: Deception and Cognition on the Internet Minitrack

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Recent events indicate a need for increased research on deception, biases, and trust on the Internet. Over the past year, the topic of fake news and its consequences have become increasingly relevant. Similarly, fake reviews of products, social media accounts and posts, and advertising exist online. The effects of deception on businesses and society are tangible in terms of decreased brand image, sales, and loss of trust. However, there may be even more insidious consequences in terms of human cognition. Information selection biases, such as confirmation bias, affect the types of information that individuals process. These selection biases inform how individuals structure their attitudes on reality. This minitrack seeks to further a research stream that addresses deception on the internet. While the minitrack is partially focused on the effects of deception on the Internet on human cognition and behavior, submissions with other perspectives on “fake” information online are also welcome.

While deception has been covered at other conferences, this minitrack focuses squarely on information that is demonstrably false but provided on

the Internet in order to manipulate an individual’s attitudes towards a business, product, or other societal issues. It also takes the lens of the individual’s response to the deception from bias in processing the information to the actions individuals take after they have received the information.

This minitrack will present several insightful papers on its subject area. Afterward, participants will attempt to develop a broader integrative depiction of the field.

The following list of possible topics for papers is not meant to be exhaustive.

- Examining the effects of fake news on individual information processing
- Identifying the effects of fake product reviews on an individual’s attitudes towards the product
- Examining fake social media accounts and their effects on individual behavior
- Societal impacts of deception on the Internet
- Identifying information processing biases and their role in propagation of false information
- Psychophysiology or neurophysiological aspects of fake news on the Internet